

## Title: **Second Time's a Charm: The Home Seller Revival Kit**

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Schedule your free strategy call: [shamarimanley.com/schedule-consultation](https://shamarimanley.com/schedule-consultation)

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### **Welcome!**

If you're reading this, it's because your home didn't sell the first time—and I know how disappointing that can feel. You poured time, money, and emotions into getting your home listed, only to be met with silence. The truth? It's not your fault. Most expired listings are the result of poor strategy, weak marketing, and lackluster presentation—but that's exactly where I come in.

This packet is your personalized guide to getting your home SOLD the second time around. Inside, you'll learn:

- Why your listing didn't sell
- What I do differently as your agent
- The proven plan I use to get homes sold for top dollar
- How to market your home the *right* way

Let's turn your setback into your comeback.

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## **What's Inside:**

### **1. Understanding Why Homes Expire**

- Common mistakes agents make
- Mispricing and presentation issues
- Missed buyer feedback and poor follow-up

### **2. Comparison Chart**

A side-by-side view of how I stack up against the average agent.

### **3. My Proven Marketing Plan**

The exact strategy I use to: - Attract qualified buyers online - Maximize your home's visibility - Use retargeting, video tours, and strategic pricing to sell faster

### **4. Professional Photos That Sell**

Why I never use phone photos and how professional photography sells homes 32% faster.

## 5. Ebook Excerpt: Second Time's a Charm

A step-by-step walkthrough of how to price, prep, and promote your home with precision. Includes: - Emotional prep - Pricing strategies - Deal breaker checklists - Staging on a budget - Buyer psychology and negotiation tips

## 6. Call to Action

Your free, no-pressure strategy call with me. No commitment—just clarity.

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## Ready to Win This Time?

Your home deserves a second chance, and I'm the agent who knows how to make it happen. Let's skip the gimmicks and get straight to results.



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Let's get your home sold—for real this time.